

**Smithsonian Institution**

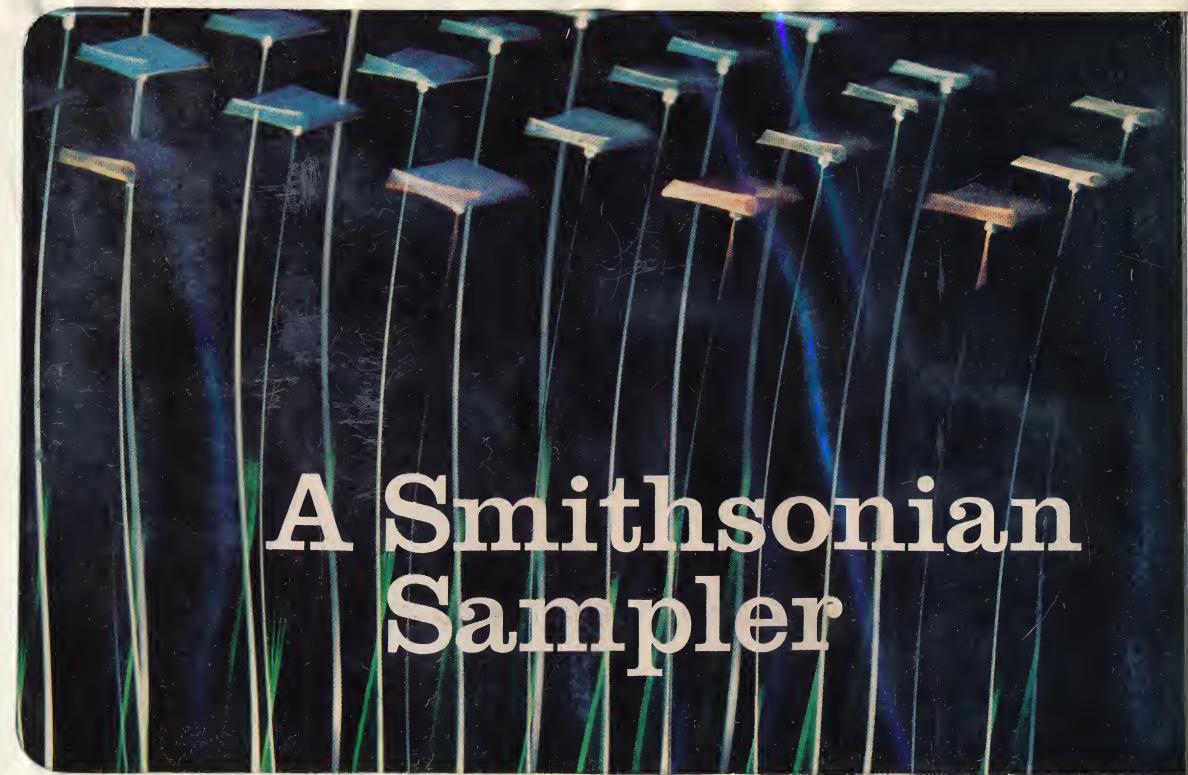
WASHINGTON, D.C. 20560

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INSTITUTION

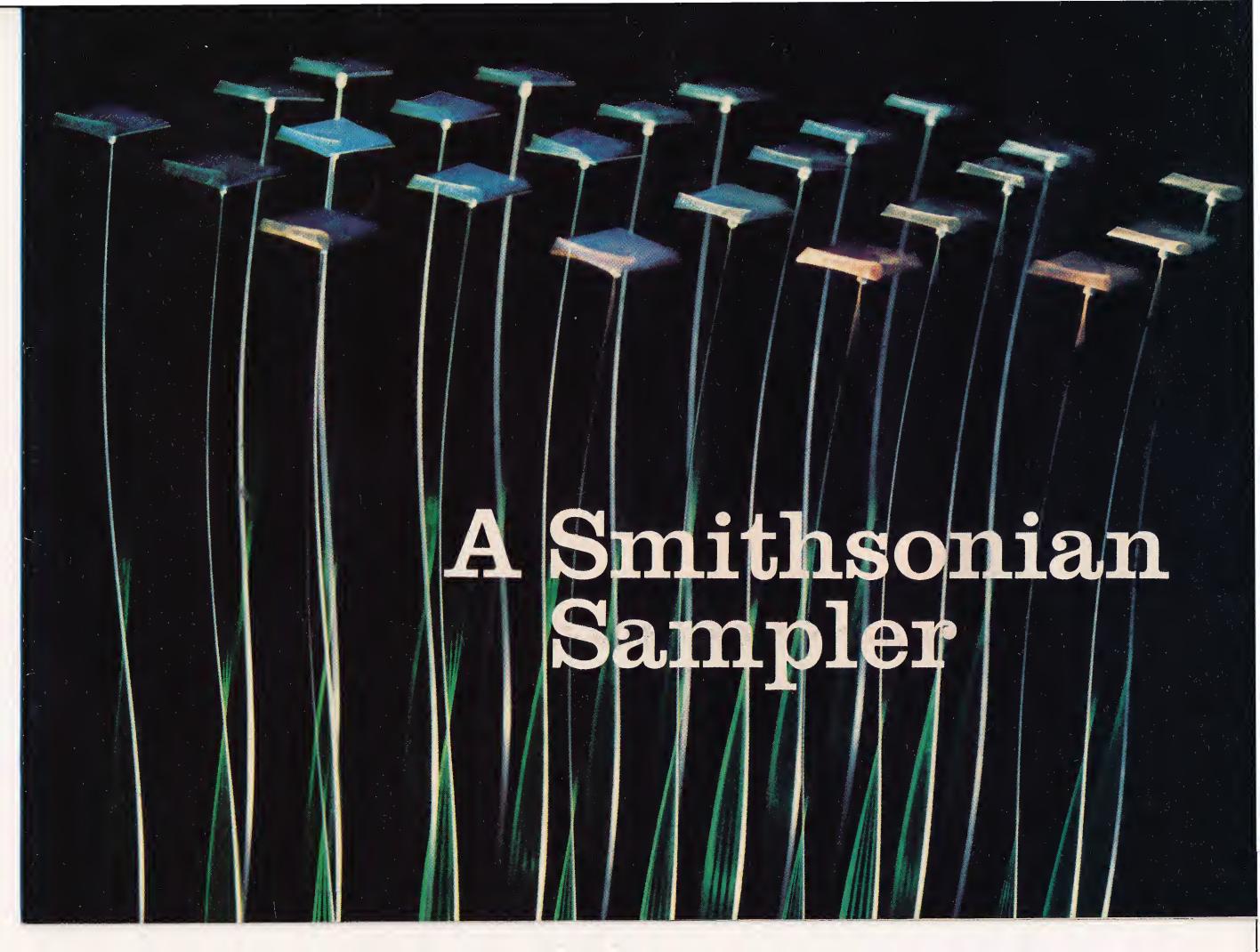
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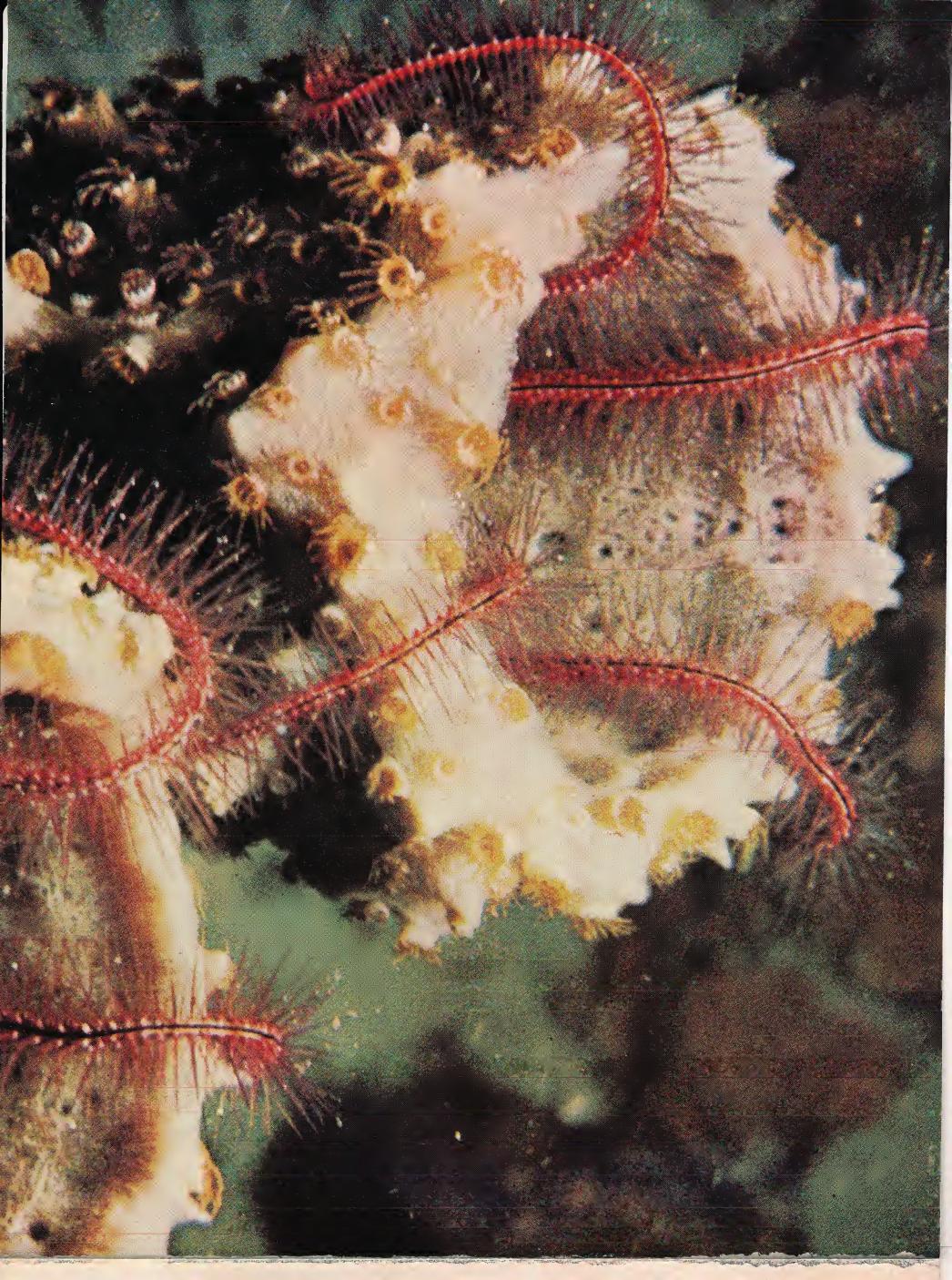
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# A Smithsonian Sampler



# A Smithsonian Sampler



**The Oscillating Rods on our cover** are part of a Cybernetic Sculpture System created by Wen-Ying Tsai as "a tool to express artistic intent."

The sponge, opposite, is part of an ecological system created by an Artist still largely unknown, for purposes also not totally comprehended.

Together, the two objects reveal something about the aims of the Smithsonian. Since 1846, when the Institution was founded, it has sought to link man and his achievements with the natural world, with the objective of finding answers. To build bridges between our history, our sciences, our arts, and the universe we inhabit, with the hope of learning more about ourselves.

From the beginning, the Smithsonian's many research and educational activities have been funded to a large extent from dimes and dollars contributed by an interested citizenry, not from Government sources. Now, a unique program of National Associate Membership is enabling us to broaden the base of our support—and at the same time, to reward more amply our sponsors:

**With our new monthly magazine,** SMITHSONIAN, Associate Membership can help you and your family grow in awareness of this nation's cultural and scientific capacities: achievements of the past, problems of the present, solutions for the future.

**With our new travel program,** Associate Membership enables you and your family to journey more purposefully at better value to the places that adventurers have always celebrated: to visit

the world's great cities, to experience new and distant cultures, to eyewitness masterpiece, event, phenomenon.

**With our new discount program,** Associate Membership assists you and your family in obtaining more readily—and less expensively—books, art work, artifacts, scientific games and toys, that can assist you in understanding better the universe and times in which we live.

The benefits and privileges of Membership in the National Associates are described in detail elsewhere in this Prospectus. On the pages that follow, too, you will see excerpts from and learn more about our new magazine, *SMITHSONIAN*—the unusual breadth of its interests, the quality of writing and illustration, and its point of view, which is this:

*The salvation of the world today lies neither in existentialism nor in economic development, but rather in a subtle blending of applied research—advanced technology, if you will—and humanism. The evolution towards a new economy, a new humanism and new approaches to research requires new knowledge set within the context of history to make us morally certain of our future.*

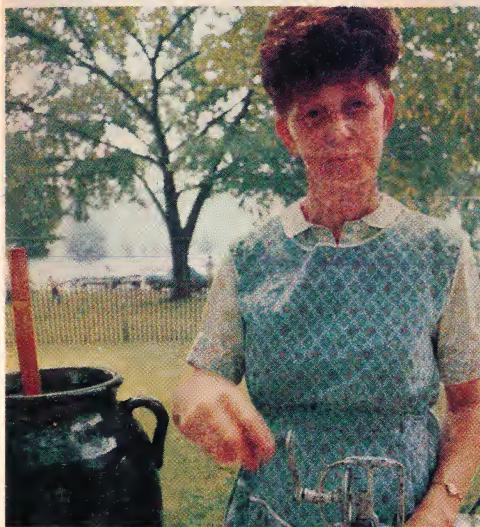
The towers and turrets of the original Smithsonian building, in short, look to the past. But within, all thoughts are on the future—the “new knowledge.” As a National Associate, come look to the future with us. Come see. Come learn. Come *know*.

**S. DILLON RIPLEY**

*Secretary*

*The Smithsonian Institution*

*Chairman,  
Smithsonian National Associates:  
THOMAS J. WATSON, JR.*



## Folklife in Smithsonian

“A celebration of American folkways, the Festival is a reminder of who we were and what we are. Visitors spend their days tasting corncob jelly, watching the blacksmith making horseshoes, hearing tribal chants, and learning that there are people throughout this country who still practice traditional skills and crafts.”



## Science Fiction

in Smithsonian

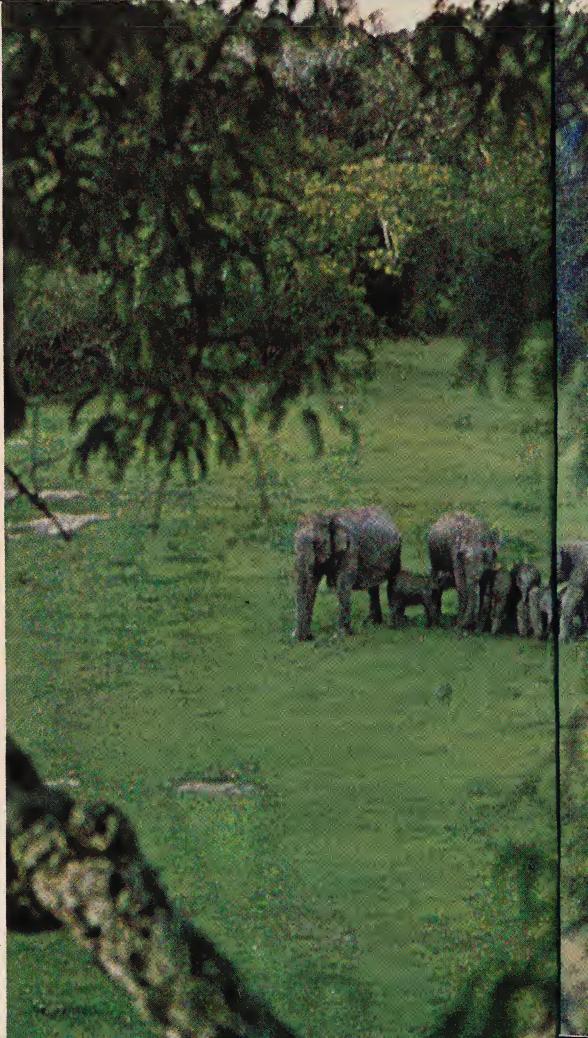
"We were laughed at, of course, by all the serious nonescapist practical men of the world, but the notion penetrated. Buck Rogers and Flash Gordon, plus assorted lesser comic strips, presented the notion to the very young. Cheap movies presented it to those who couldn't or didn't read. The very sneers evoked by the suggestion of space travel was an announcement that the suggestion existed . . ."



## Education

in Smithsonian

"History 017 looks at the Civil War through the eyes of black soldiers who made up ten per cent of the Union forces. Generally, blacks were not paid as well as whites. One Massachusetts regiment refused to accept pay for a year—until the rate was adjusted . . ."





## Nature in Smithsonian

“At least two, perhaps five, cow elephants are now carrying what will be the first calves from controlled breeding in captivity on the island of Ceylon. Meanwhile the Ceylonese government is planning to provide better ranges and water supplies for wild elephant herds. These two developments may save the Ceylonese elephant . . .”

## Review in Smithsonian

“His lucid text debunks as it informs. A sampling: vampires rarely bite humans (they prefer unsuspecting cattle); bats are not a threat to man as rabies carriers (‘More people die . . . from contaminated food consumed at church suppers’) . . .”



## Technology in Smithsonian

"Hydrologists believe the giant aquifer contains water equal to the flow of the Nile for 200 years, or the contents of all five of the U.S. Great Lakes, or—more importantly—enough to irrigate 200,000 acres for several centuries. The discovery is just two years old . . ."



## René Dubos in Smithsonian

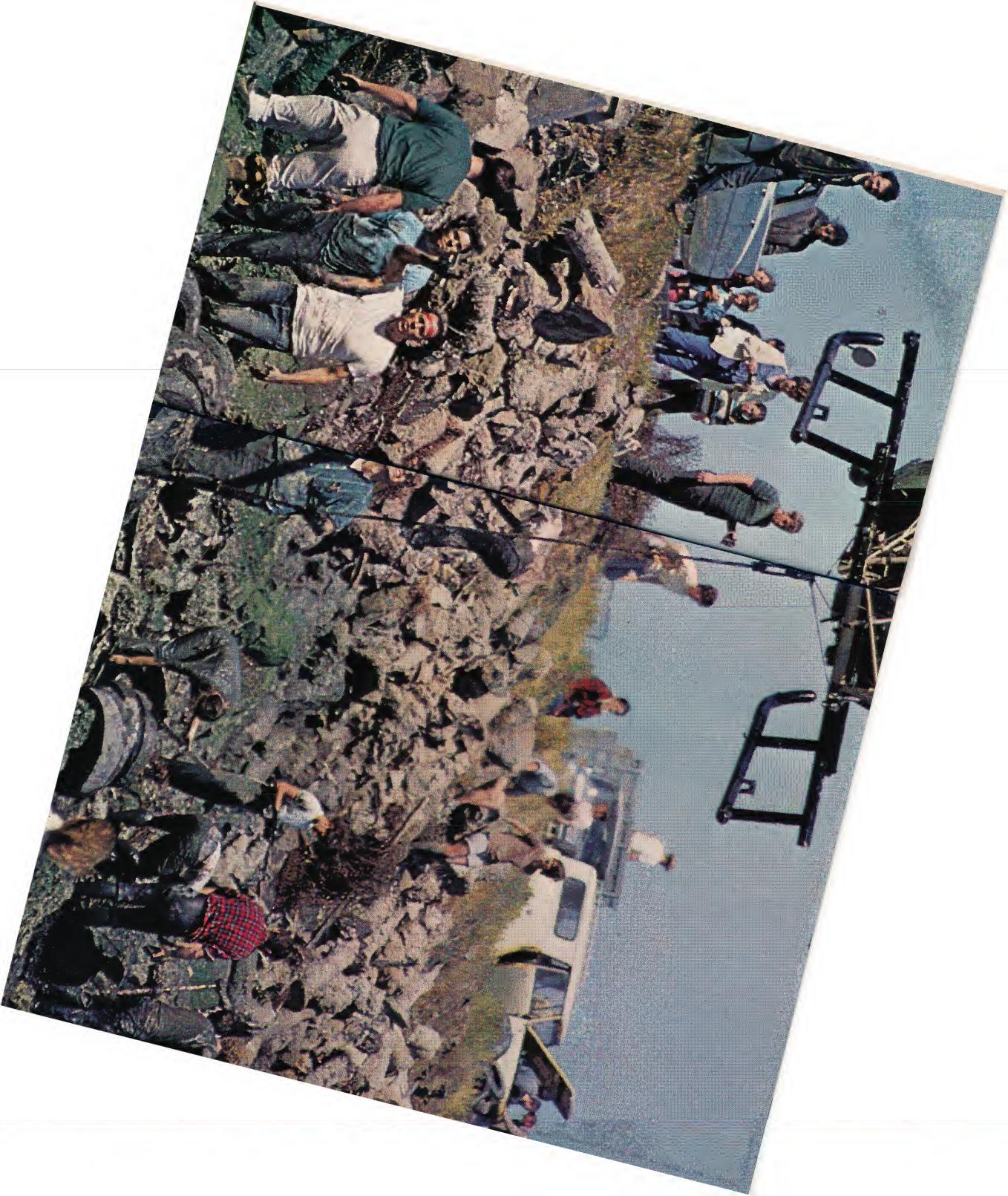
"The greatest crime committed in American cities may not be murder, rape or robbery, but rather the wholesale and constant exposure of children to noise, ugliness and garbage in the street, thereby conditioning them to accept public squalor as the normal state of affairs . . ."



(Detail)

## Exclusive Preview in Smithsonian

“What is probably the greatest collection of old master drawings still in private hands is owned by the Duke of Devonshire at Chatsworth in Derbyshire. Although Chatsworth every year, they usually get no more than a glimpse of these treasures, for it is still a private home and most of the fragile drawings are kept in dustproof cases . . .”



## Ecology in Smithsonian

"Environmental demonstrations range from riding horseback on a freeway to prove there are other ways of getting around than a car, to grappling around than by with cleanups."

## Research in Smithsonian

"The female mice are pure white; the males are pure gaily as a totem pole to identify their characteristics. Alternating stripes of red, yellow, green and black brand them as aggressors, hangers-back, former or present malingerers or drawn animals . . ."



## Art (yesterday)

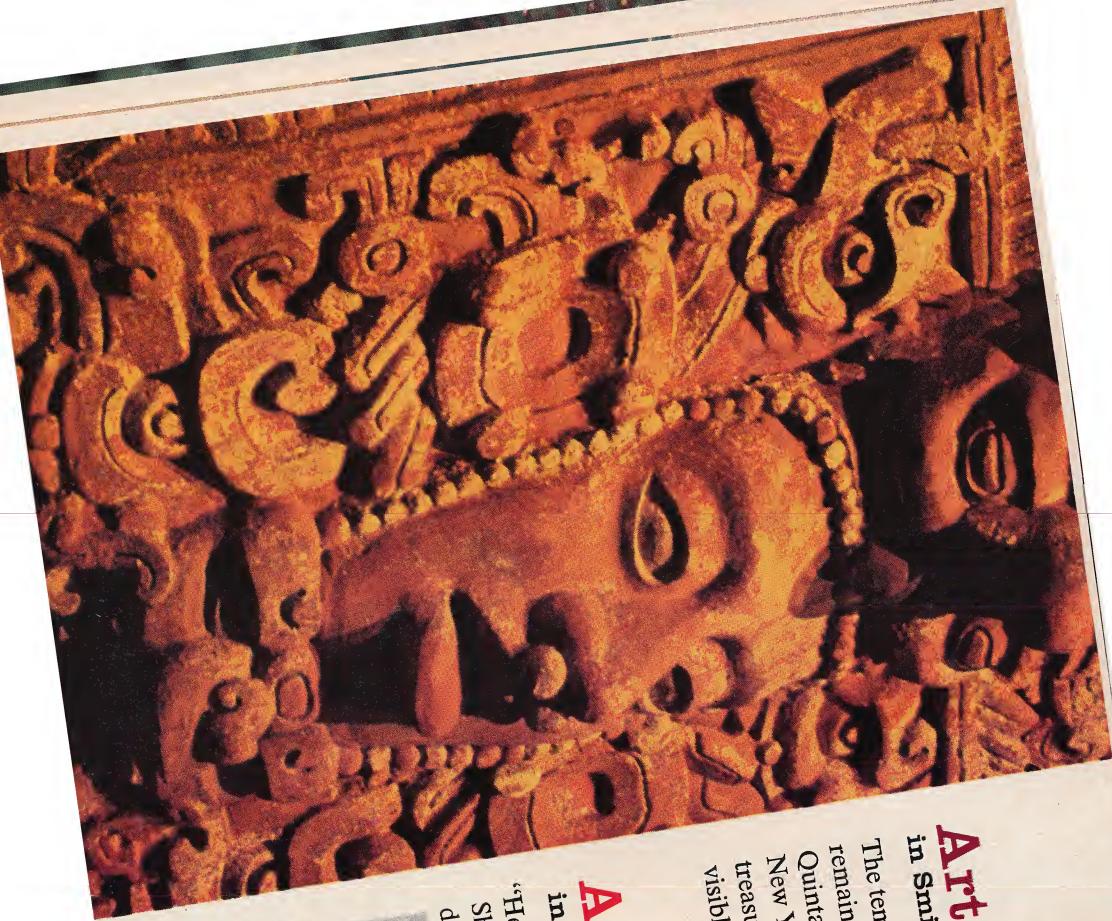
in Smithsonian

The temple wall with its splendid sculpture remained hidden for a millennium in remote Quintana Roo until stolen and smuggled to New York a few years ago. Now this Maya treasure, "safely restored to Mexico, is again visible to the world.

## Art (today)

in Smithsonian

"He turns out his prints under the rubric of Shenanigan Press, Ltd., and on his letterhead describes himself as "All American Artist-Painter." But for all the fun and games, he is a deadly serious artist, thoroughly knowledgeable about his craft and open-minded about the possibilities of modern technology . . ."



**History**  
**in Smithsonian**

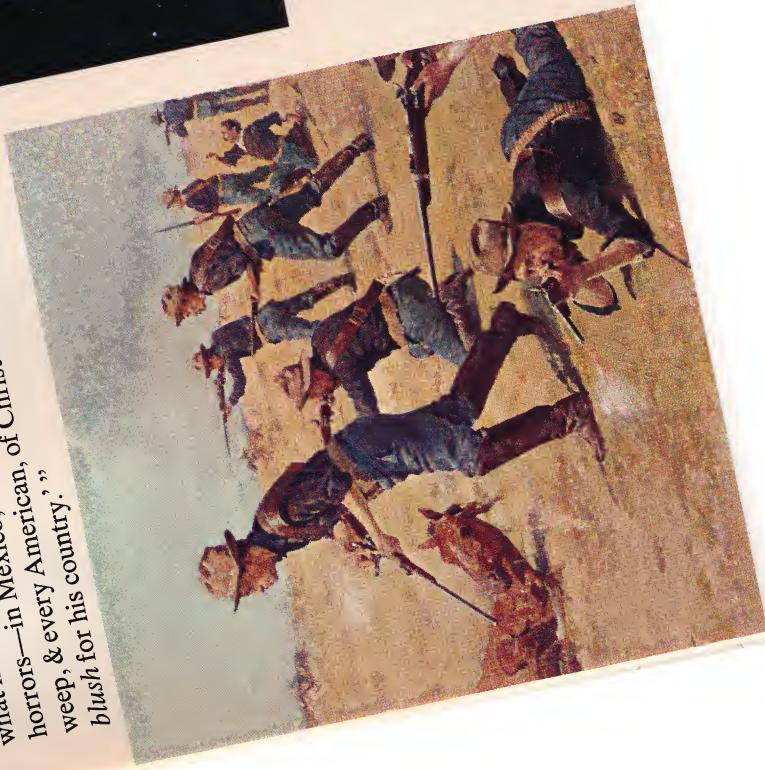
in Smithsonian contemporary ring in Scott's  
in familiar complaint to the Secretary of War: 'But,  
"There is a tenth of atrocities—  
outraged militia & volunteers, if a tenth of  
my dear Sir, our militia & committed  
what is said to be true, have committed  
horrors—in Mexico, of Christian morals,  
horrors—in America, of Christian morals,  
weep, & every American,"  
blush for his country.'

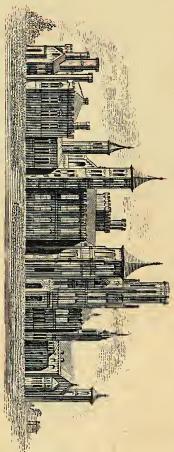


## Prognosis

### in Smithsonian

in Smithsonian individuals have spent some  
approximately 10,000 individuals in the world to  
"Approximately 10,000 individuals in the world to  
time in orbit. 'It's the safest place in the world to  
be,' remarked one veteran orbital station keeper. 'There's no  
years in orbit as a station keeper, and very little  
pollution, no maddening traffic, and very little  
chance of accident . . .





# Privileges of Membership

## Smithsonian Institution National Associates

The Smithsonian has become, in the century and a quarter since it was founded, one of the world's foremost scientific, research, and educational institutions—a sprawling cultural conglomerate of museums, art galleries, theaters, laboratories, research institutes, observatories and field stations without parallel.

In addition to the satisfaction of knowing that your dues help support the many worthwhile activities of the Smithsonian, membership as a National Associate presents you these tangible benefits as well:

**Travel program.** Immediately upon joining, you are eligible to participate. A single membership taken out in your name also entitles your family to share with you the Smithsonian's unusual travel program. You'll find these trips announced regularly in the pages of **SMITHSONIAN**. In addition to providing advantageous opportunities for world

**A year's subscription to SMITHSONIAN.** Edited by Edward K. Thompson, for 18 years editor of *Life*, and a staff of other distinguished journalists, **SMITHSONIAN** comes to you monthly. Published for members only, it is not available on

travel, they offer regional outings of special interest. Example: a recent visit to an Eskimo summer settlement in the Canadian Arctic. Another example: last summer's 4,000 mile junket by plane, train, bus and river flatboat that paralleled the Lewis and Clark Expedition. You are accompanied by a Smithsonian scientist, curator or researcher who serves to help guarantee not only a smooth trip, but one that can be truly satisfying from the standpoint of getting around, meeting people, learning.

**Discounts on books.** The Smithsonian Institution Press is an integral division of the Institution, which issued its first publication in 1848. Today, the Press publishes in numerous fields, principally American history, the history of science and technology, fine arts, biology, the earth sciences, anthropology, and astrophysics. On request, a catalogue will be sent, and you are entitled to 20 percent discounts on purchases. In addition, you receive a 10 percent discount on books issued by other publishers.

**Discounts on gifts.** Seven different Smithsonian museums and galleries maintain shops with outstanding collections of arts and crafts, ranging from original Indian Kachina dolls to recordings

of American locomotive whistles! You'll find the latest offerings of these shops announced in SMITHSONIAN. Whether you buy by mail or in person, your discount is 10 percent at all times—including Christmastime.

**Preferential reception.** Located in the historic Great Hall of the original Smithsonian Building is an attractive Lounge Area set aside for you and your fellow members, and staffed to help you plan your visits to the various Smithsonian Museums as well as to other Washington attractions. Members planning a trip to the capital can also avail themselves of the staff for long-distance help in making arrangements.

**Membership card** (Interim courtesy card enclosed.) Your official membership card will be issued at the time of your acceptance.

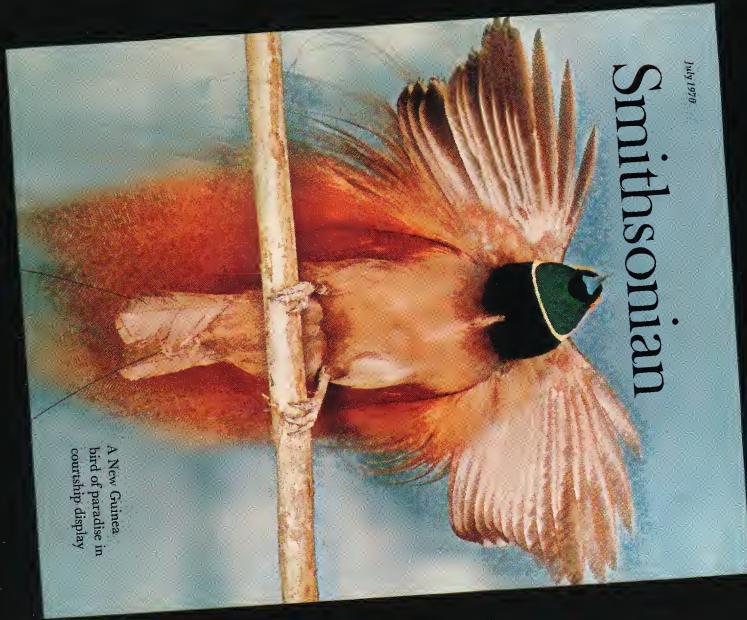
**To accept membership  
as a National Associate,  
use the form enclosed.**

**Annual dues \$10.**

The monthly magazine of Man—his environment,  
sciences, arts, adventures, follies, fortunes.

# Smithsonian

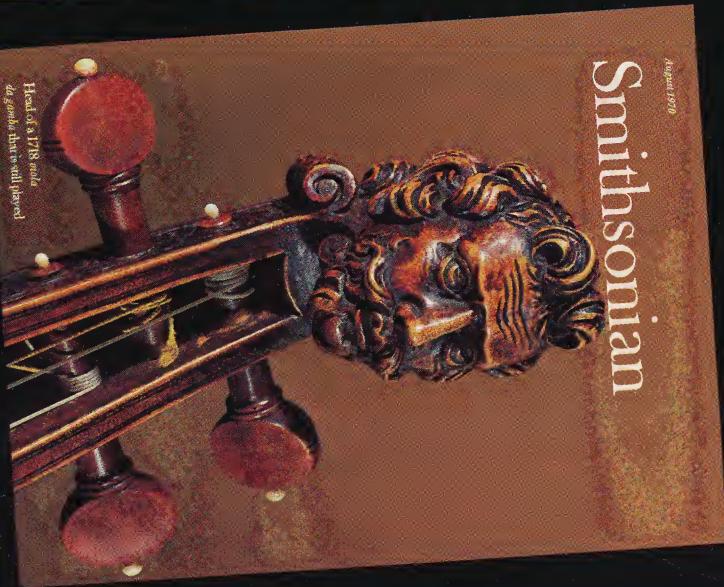
July 1970



A New Guinea  
bird of paradise in  
courtship display

# Smithsonian

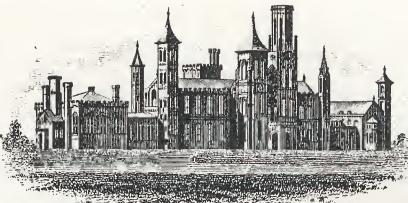
August 1970



Rod of a 1785  
da gamba that is still played

Smithsonian Institution WASHINGTON, D.C. 20560





You have been nominated for  
membership as a

## National Associate in The Smithsonian Institution

**Privileges for you and your family include:**

- A year's subscription to **SMITHSONIAN**, the Institution's new monthly magazine of Man
- Eligibility for special members travel program
- Discounts on books and memorabilia purchased direct or by mail through the Smithsonian shops
- Preferential reception when visiting Washington, and the Smithsonian museums and galleries

Your numbered membership card is enclosed. *If you cannot use the card, please let us know. An early reply will be appreciated,* whether your answer is

**Yes or No**

Dear Nominee:

Call it voodoo, witchcraft ... or faith ...

... but when night falls on a tiny island in the New Hebrides, you and I are being worshipped with all the idolatry that Aztecs once lavished on the Sun.

Jungle strips are hacked back and kept in readiness to guarantee us a safe landing place. Abandoned tin cans are monitored regularly in hopes of detecting the sound of our plane approaching. Rows of crude wooden crosses are freshly painted to greet us.

Childish, innocent, touching, the cult of the people of Tanna grows out of World War II. A GI named John Frum -- who may or may not have existed -- is said to have promised to return

one day, bearing with him all the good things of life.

Do we deserve the reverence of these hopeful Melanesians?

SMITHSONIAN, the new magazine of the Smithsonian Institution, believes that maybe we can. For SMITHSONIAN is about Man. And the darker day-to-day headlines notwithstanding, Man of late has been racking up some fairly promising achievements. Consider these recent evidences, as reported in our magazine:

We've launched the war on environmental pollution.

A decade ago, almost nobody gave much thought to litter, exhaust, waste chemicals. A picture report in SMITHSONIAN recently told how students are using bike-ins, parades, clean-up campaigns to help rouse the public -- step one in winning the battle.

We're taking steps to revive dying species. Such as Ceylon's vanishing elephants, down from 40,000 to fewer than 3,000. SMITHSONIAN told recently of a pilot project that is successfully producing the first calves ever born in captivity on the island.

We're beginning to educate everyone to love and to revere beauty. Once the province of kings, popes, and Medicis, art today is for everyone. In one of a series of stunning portfolios of color reproductions, SMITHSONIAN recently showed highlights of an exhibition of drawings that is attracting record crowds on its tour across America. In a news report, it told how American artists, too, are bringing new vitality and purpose to such shows as the Venice Biennale.

We've started to use technology to reclaim the land. Look in the SMITHSONIAN Sampler enclosed, and you'll see a man-made oasis rising out of Libyan wastelands -- one of many such farms being made possible by an enlightened petroleum firm which realizes that water can be as precious as oil.

We're beginning to make space pay off. It's been out there for billions of years, so far as we know all unused. Now, says a SMITHSONIAN article, new explorations probably as early as the 80's should give us satellite colonies for exploring the outer planets -- with an eye towards learning more about our own planet, and helping solve some of Earth's problems.

We're beginning to learn from the past. Pioneers may not have time to look back. Settlers do. And

as America grows in stability, we can turn more and more to our history for answers about our future. Should we abolish the draft? For background, see SMITHSONIAN's recent piece on what things were like under an all-Regular Army. Is the SST a good thing or not? Reflect on our article about Kitty Hawk.

Tiny acorns, some of them. But capable each of sprouting the giant oaks which will give shelter and sustenance to our children. Certainly enough to give you a new pride in being part of the species. Maybe it's not for nothing that we humans, alone, were designed to stand upright, shoulders squared back, heads held high!

Through its multifold activities in research and education, the Smithsonian Institution is proud to be a part of this future.

And SMITHSONIAN, the magazine, is proud to be able to report it ... to bring to you and your family stories of hope, progress, accomplishment. Natives of Tanna, take note. Your plane may be coming in for a landing sooner than anyone suspects!

SMITHSONIAN comes to you monthly in a setting that's best termed as opulent. As you'll deduce from the miniature Sampler enclosed, much of the magazine's illustration is in color.

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Splendid portfolios of art reproductions. Photographs by masters like Carl Mydans, Lee Boltin, Fritz Goro. Maps. Drawings. Nature close-ups. Telescopic enlargements. Historical documents. Americana. Portraits of people.

It's all written with Tabasco and Worcestershire. The saltiness of an Isaac Asimov saying "I told you so" as he shows how science fiction, once ridiculed, has come true almost chapter by chapter  
...

... the pepper of a René Dubos hailing our Apollo missions as worth all the money just to glimpse "the color and inviting richness of earth". The piquancy of a Russell Lynes essay on art. The pungency of a Marquis Child report on the Everglades ...

A year's subscription to SMITHSONIAN is yours when you become a National Associate. The annual dues are ten dollars, payable now or later, at your convenience. And in addition to receiving the magazine (available, by the way, only to members), you get other benefits and privileges as well:

Eligibility for participation in group trips and tours to some of the world's most interesting

places -- game preserves, islands, mountains, atolls, temples, ruins, cities. Discounts on books -- from scholarly treatises to treasures for the coffee table. Additional discounts on gifts -- from artifacts to imported crafts ...

... and whenever you visit Washington, red carpet reception, with assistance in planning your sightseeing. You'll find all benefits described at length in the Sampler. Show it to the family. Talk it over.

Contrary to what many people believe, support for the Smithsonian from private persons like yourself is vital to our National Museum. And if you ask what ten dollars can do, just study the faces you'll see here:

The enigmatic expression of the visiting foreign official as he stares at rock brought back from the moon ... the elation of the researcher who's just fitted one piece of history into another ... the glow that lights up the face of the child who is seeing his first painting ...

... that's what ten dollars can do. It buys archives, displays, classes, exhibitions, research, explorations, discovery. It buys, in short, our tomorrow.

YES or NO, may we look for your reply soon? Perhaps even by return mail? The reason for urgency is twofold. The first, is to allow consideration of others in case you decline nomination. Secondly, the sooner your membership is validated, the sooner you and your family become qualified to take full advantage of membership.

Thank you ... and welcome to the Smithsonian!

Cordially yours,

*Anne Keating*

Anne Keating  
For the National Associates

AK:tj

SMITHSONIAN INSTITUTION

Washington, D.C. 20560

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**Membership Benefits  
and Privileges**

- A year's subscription to *Smithsonian*, new monthly magazine of Man
- Family eligibility for Smithsonian group travel
- Discounts on all books and gifts purchased through the Smithsonian
- Preferential reception when visiting Washington and the museums and galleries of the Smithsonian

# Whether your answer is Yes or No may we have the courtesy of an early reply?

The number of persons selected as National Associates is at the discretion of the Secretary, and in fairness to others who may wish to join, this reservation can be held for a nominal time only. Thank you.

**NO** J367767

**NO** J367767

National Associate membership is being held for you under this number. To accept your membership, please sign and mail this portion. Retain card opposite for identification.

## INTERIM MEMBERSHIP CARD

### Smithsonian Institution National Associates



This Interim Membership Card entitles the bearer to special courtesies and privileges when visiting The Smithsonian Institution. As soon as bearer's Membership Declaration is processed, an Annual Membership card will be forwarded, to supersede this card.

*Signature*

- Yes.** Please validate my membership, begin my subscription to SMITHSONIAN, extend all privileges and courtesies, and bill me for \$10 Annual Dues.
- No.** Thank you, I do not wish membership at this time (or I am already a member).

T NELSON 2  
BOX 3  
SCHOOLGE MTN NJ 07870

OMX-401

SIGNATURE

Please sign to prevent unauthorized use